Print Services User Guide

Understanding **Artwork for Print**

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Preferred Formats:

Preferred formats should contain only vector-based graphics and text, and/or high-resolution images. Low resolution images may deliver inferior results. Customers must carefully check their proof as artwork charges for corrections may apply.

.pdf	.ai & .eps	.indd	.qxp
Adobe® Acrobat	Adobe® Illustrator	Adobe® InDesign	QuarkXPress 6

Accepted Formats:

Accepted formats may require amending by the Staples Studio to generate professional grade 'print-ready' artwork. Amends may be subject to artwork charges.

.psd	.doc/x	.xls/x	.ppt
Adobe® Photoshop	Microsoft® Word	Microsoft® Exel	Microsoft® Powerpoint

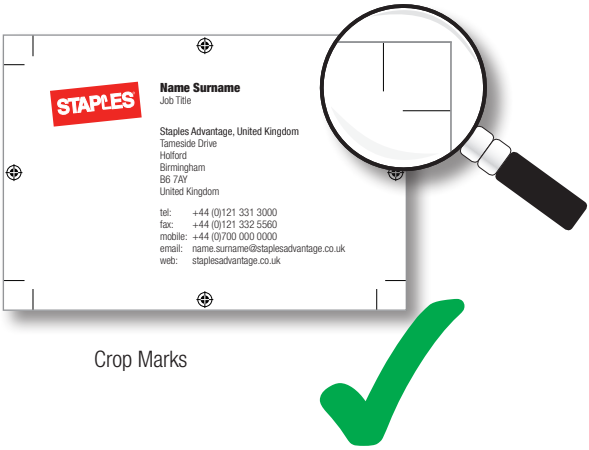
Always check your proof **carefully!**

PROOF APPROVED

Understanding **Bleed & Crop Marks**

Crop Marks

Crop marks are lines placed at the corners of an image or a page. They allow the printer to cut your artwork to the exact size, and are therefore very important to the final product.

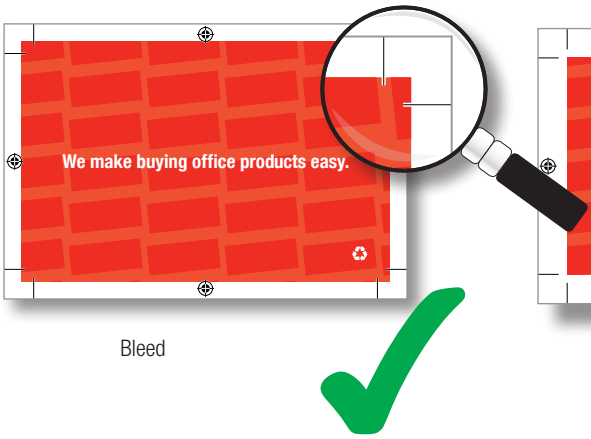


Crop Marks

No Crop Marks

Bleed

When any image or graphic element touches the edge of the page, it must be extended outside the crop area by 3mm. Failing to provide bleed and crop marks can result in an undesirable white border on the edge of the finished printed item.



Bleed

No Bleed

Understanding **Images**

STAPLES TIP!

Images downloaded from the internet will usually be 72dpi. Please check your images carefully, particularly if the file is small in size.

High-Resolution

The resolution of an image is determined by the number of dots printed per inch (dpi). **NOTE: If an image is supplied at less than 300dpi (print size) it could appear pixelated (blurred) when printed.**

300dpi (at print size)

72dpi (at print size)

RGB and CMYK Colour

On your screen, the colours you see are made up of Red, Green and Blue (RGB). Printing presses use Cyan, Magenta, Yellow and Black (CMYK) inks to print your image. If your image is supplied in RGB format, the colours will be converted to CMYK. This process can make your image appear slightly dull.

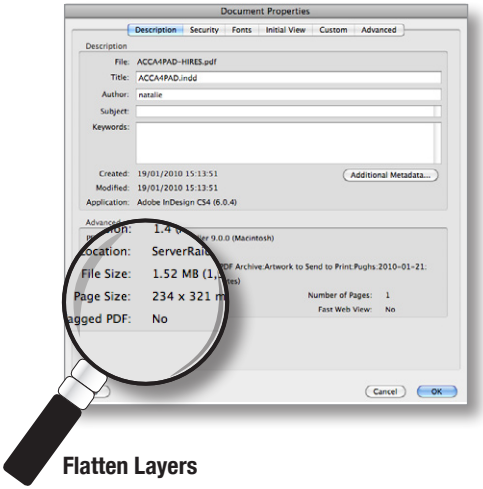
CMYK Colour

RGB Colour

Understanding **Pagination and Layers**

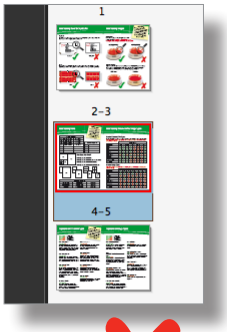
Document Size

Please ensure your document is set to the correct size for your project. In Adobe Acrobat (for both Mac and PC) this can be checked by selecting File, Properties and the Description tab.



Pagination

Supplied PDF's should be provided as single pages rather than spreads. Booklets and brochures may require 'impositioning' on press so that the booklet is put together in the correct order.



Spreads

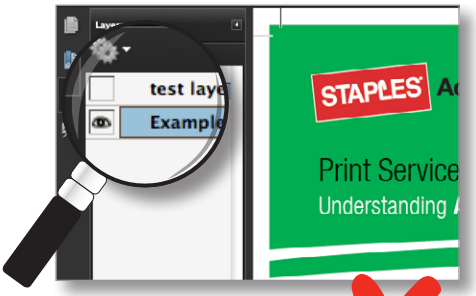
Single pages

Flatten Layers

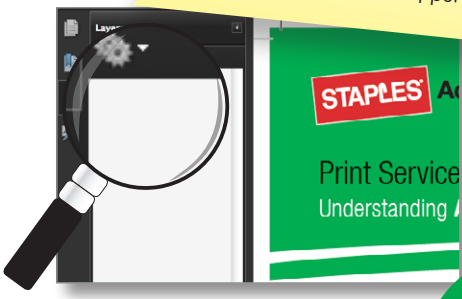
Flattening PDF layers in Adobe Acrobat hides any content that is not visible and consolidates all layers. This is necessary to allow faster processing of the artwork and to remove unused/unwanted content from the document that could otherwise cause corruption and lead to delay in the delivery of the printed project.

STAPLES TIP!

For further information on creating 'print-ready' pdf's visit www.adobe.com/support



Not Flattened

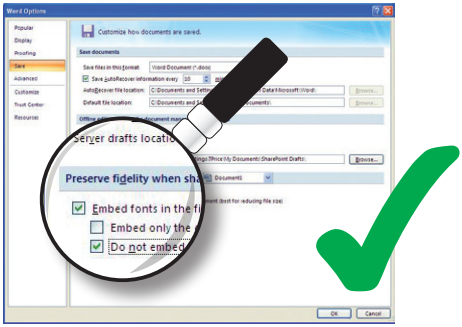


Flattened

Understanding **Fonts and Overprint Preview**

Embed Fonts

To ensure the text on your finished product is the best it can be, you'll need to embed fonts. This action saves the font information into the document prior to the PDF creation and will ensure the text displays correctly on all computers*, throughout the manufacturing process.



How to embed fonts into a Word document

1. Choose Options from the Tools menu. Word displays the Options dialog box
2. Make sure the Save tab is selected. (See screenshot below)
3. Ensure the Embed TrueType Fonts check box is selected
4. If you are using a small number of characters choose the 'Embed Characters In Use Only' check box. (Only available in Word 97 or later)
5. Click on OK.

Cutter Guides

If your project has an unusual shape, such as a folder with a flap or pocket, and requires a bespoke cutter guide (Diecut), this will need to be provided as part of your artwork and set to overprint.

Cutter guides should be created using professional DTP software such as Quark Xpress or InDesign. For further information, please consult a Staples Associate.

Overprint Preview

The 'Overprint' function in Quark, InDesign and Illustrator allows the designer to force a particular colour to print on top of other Inks thereby altering the appearance of colours that overlap. This is a very useful feature if used deliberately, but can produce unwanted/unpredictable results if allowed to go unchecked. The default is for all inks except black to be set to 'knockout' and black to be set to 'overprint'.

In commercial printing, black is the last colour to be printed because of it's ability to cover up lighter inks.

To check how your pdf will print, open it in Adobe Acrobat and click Advanced/ Overprint Preview (Acrobat Professional) or click Edit/Preferences/Page Display in Acrobat Reader.

Overprint turned off

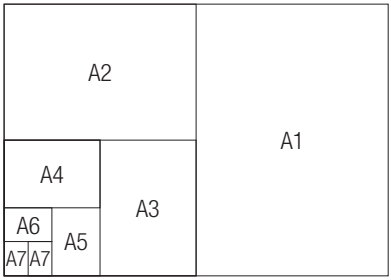
Overprint turned on

Understanding **Sizes**

DID YOU KNOW?
Envelopes opening on the long edge are "Wallets" and those opening on the short edge are "Pockets".

Standard Paper Sizes		
A1	594mm × 841mm	23.4" × 33.1"
A2	20mm × 594mm	16.5" × 23.4"
A3	297mm × 420mm	11.7" × 16.5"
A4	210mm × 297mm	8.3" × 11.7"
A5	148mm × 210mm	5.8" × 8.3"
A6	105mm × 148mm	4.1" × 5.8"
A7	74mm × 105mm	2.9" × 4.1"

Standard Envelope Sizes	
C4	229mm × 324mm
C5	162mm × 229mm
DL	110mm × 220mm
C6	114mm × 162mm



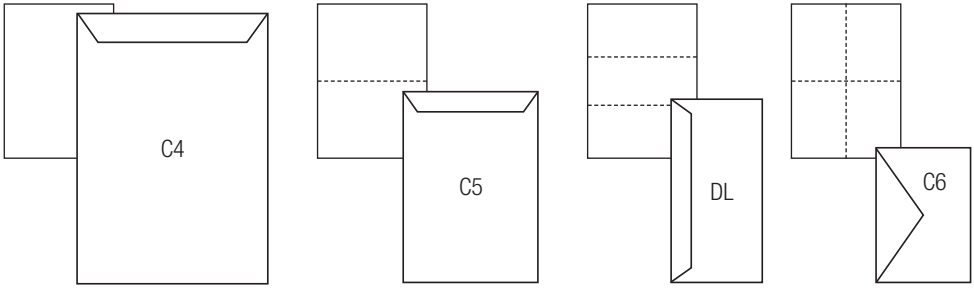
What Goes With What?

C4 envelopes hold an A4 sheet unfolded.

C5 envelopes hold an A4 sheet folded once or an A5 sheet unfolded.

DL envelopes hold an A4 sheet folded twice; into 3 parts.

C6 envelopes hold an A4 sheet folded twice or A5 folded in half.



Common Stationery Sizes		
Business Cards	85mm x 55mm	3.3" x 2.2"
Compliment Slips	100mm x 210mm	4.3" x 8.7"
Letterheads	210mm x 297mm	8.3" × 11.7"

Understanding **Document/File/Image Types**

Accepted **Document/File Types**

The table below shows acceptable document types and their general suitability for creating 'print ready' artwork.
✗ Example: a Word file (.doc) can only output RGB colours and will require conversion to CMYK before the file can be printed professionally.

	Document Types							
Print Function	.ai / .eps	.pdf	.indd	.qxp	.psd	.doc	.xls	.ppt
High-Res	✓	✓	✓	✓	✓	✗	✗	✗
CMYK	✓	✓	✓	✓	✓	✗	✗	✗
Spot Colour	✓	✓	✓	✓	✓	✗	✗	✗
Black Only	✓	✓	✓	✓	✓	✗	✗	✗
1+ Pages	✓	✓	✓	✓	✗	✓	✓	✓
Editable Images	✓	✗	✗	✗	✓	✗	✗	✗
Editable Text	✓	✓	✓	✓	✗	✓	✓	✓
Transparency	✓	✓	✓	✓	✓	✗	✗	✗
Crop Marks & Bleed	✓	✓	✓	✓	✗	✗	✗	✗
Vector Objects	✓	✓	✓	✓	✗	✗	✗	✗

Accepted **Image Types**

✗ Example: a .gif file can only output RGB colours and will require conversion to CMYK before the file can be printed professionally.

	Image Types						
Print Function	.tiff	.jpeg	.pict	.png	.gif	.bmp	.raw
High-Res	✓	✓	✓	✓	✓	✓	✓
CMYK	✓	✓	✓	✗	✗	✗	✗
Spot Colour	✗	✗	✗	✗	✗	✗	✗
Black Only	✓	✓	✓	✓	✗	✓	✗
1+ Pages	✓	✗	✗	✗	✗	✗	✗
Editable Images	✗	✗	✗	✗	✗	✗	✗
Editable Text	✗	✗	✗	✗	✗	✗	✗
Transparency	✓	✗	✗	✓	✓	✗	✗
Crop Marks & Bleed	✗	✗	✗	✗	✗	✗	✗
Vector Objects	✗	✗	✓	✗	✗	✗	✗

Explanation of **Document Types**

NOTE
Artwork supplied in any of the Microsoft applications such as Word or Excel will require intervention by our Print studio.

★★★★★ - **Ideal Format**
★★★★★ - **Usable Format**
★★★★★ - **Workable Format**
★★★★★ - **Bad Format**
★★★★★ - **Very Bad Format**

AI - Adobe® Illustrator

★★★★★

Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, colour, and text; often referred to as an Illustrator drawing.

INDD - Adobe® InDesign

★★★★★

Professional page layout programme that includes page formatting information, page content, linked files, styles, and swatches; used for creating and formatting books, magazines, newspapers, flyers, brochures, etc.

PDF - Adobe® Acrobat

★★★★★

PDF (Portable Document Format) files may contain text, images, forms, annotations, outlines, and other data; they preserve fonts and formatting electronically across multiple platforms.

QXD - QuarkXPress 6

★★★★★

Desktop publishing programme used for creating page layouts for magazines, newspapers, books, flyers, brochures, and other publications.

PSD - Adobe® Photoshop

★★★★★

The most commonly used professional image-editing program; it may include image layers, adjustment layers, layer masks, annotation notes, file information, keywords, and other Photoshop-specific elements. Photoshop documents support RGB, CMYK, grayscale, monochrome, duotone, indexed colour, Lab colour, and multichannel colour modes.

DOC - Microsoft® Word

★★★★★

Word processing programme; may contain formatted text, images, tables, graphs, charts and page formatting. Word files can appear different from computer to computer.

XLS - Microsoft® Excel

★★★★★

Spreadsheets storing data in a table with rows and columns; table cells may contain manually entered data or the results computed from the data of other cells; often used to create charts and graphs. Excel files can appear different from computer to computer.

PPT - Microsoft® Powerpoint

★★★★★

Often used for presentations or slideshows; may include formatted text, bullet points, images, movies, sound effects, and music. Powerpoint files can appear different from computer to computer.

Explanation of **Image Types**

★ ★ ★ ★ ★ **- Ideal Format**
★ ★ ★ ★ ★ **- Usable Format**
★ ★ ★ ★ ★ **- Workable Format**
★ ★ ★ ★ ★ **- Bad Format**
★ ★ ★ ★ ★ **- Very Bad Format**

EPS - Encapsulated PostScript

★ ★ ★ ★ ★

PostScript file that may contain 2D vector graphics, bitmap images, and text; may also include an embedded preview image in bitmap format; can be placed within another PostScript document.

JPEG
(named after the Joint Photographic Experts Group)

★ ★ ★ ★ ★

Compressed graphic format; supports up to 24-bit colour, which makes JPEG a good format for storing digital photos. JPEG images are commonly used for Web graphics and for photos taken with digital cameras.

TIFF - Tagged Image File Format

★ ★ ★ ★ ★

High-quality graphics format that supports colour depths from 1 to 24-bit; designed to be a standard image format for storing high-quality colour images on multiple computer platforms; may contain multiple layers and pages.

PICT - Picture File

★ ★ ★ ★ ★

Image file saved in the PICT format may contain both vector and bitmap data and can use thousands of colours.

PNG - Portable Network Graphics

★ ★ ★ ★ ★

Image format that uses indexed colours. PNG images may also include an 8-bit transparency channel, which allows the colours in the image to fade from opaque to transparent.

GIF - Graphics Interchange Format

★ ★ ★ ★ ★

Image file that may contain up to 256 indexed colours. GIFs are a common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG images are better for showing photos because they are not limited in the number of colours they can display.

BMP - Bitmap Format

★ ★ ★ ★ ★

Uncompressed raster image made up of a rectangular grid of pixels; each pixel is a different colour (or level of gray for grayscale images), which together form an image; zooming in on a bitmap image will make it appear blocky since the size of each pixel increases.

RAW - Raw Image File

★ ★ ★ ★ ★

24-bit RGB graphic containing uncompressed, raw image data.